

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

LIBRARY
RECEIVED
★ AUG 2 1937 ★
U. S. Department of Agriculture

LANDRETHS' PENNSYLVANIA CERTIFIED PEPPER SEED

The First in the World



LANDRETHS' CERTIFIED CALIFORNIA WONDER PEPPER

By far the most important variety ever developed. Used all over the United States. Large, thick-fleshed, heavy fruits.

Suitable for all purposes.

**LANDRETHS' CERTIFIED PEPPER
SEED WILL BE COLORED GREEN**

Our Pepper Seed is Sold Only in One-quarter, One-half and One Pound Cardboard Lithographed Packages. Every Certified Blue Package is Wrapped in Moistureproof Cellophane for Your Protection and Sealed with the Yellow Seal for Pepper of the Pennsylvania Department of Agriculture

GROWN BY

D. LANDRETH SEED CO., BRISTOL, PA.

LANDRETHS' PENNSYLVANIA CERTIFIED PEPPER SEED

The First in the World

LANDRETHS' PLANT-SELECT VERSUS FRUIT-SELECT SEED

Most pepper selection is done from the basket rather than the plant. This is a great error since the plant is the unit of selection, not the individual fruits. When we started our new pepper improvement program in 1930, we began with the plant, selecting many thousands for testing the following year.

In the subsequent years, we selected and tested the best plants each year until we finally obtained uniformity of plants and fruit, thickness of flesh, hollow crowns and increased yields per acre.

In 1936, the Pennsylvania Department of Agriculture approved our work by issuing to us the first certification certificates ever issued in the United States. A distinct honor, and we appreciate it.

OUR CERTIFIED PEPPERS ARE UNIFORM
AND HAVE HOLLOW CROWNS



A STAKED PEPPER PLANT

Fine Crown Setting of Certified Ruby King (Black Strain).



A PROLIFIC PLANT

Fruits from One Plant of Certified World Beater.



THICK FLESHED FRUITS

Note Thickness of These Walls of Certified California Wonder.

FROM PLANTS TO SEEDS IN PICTURES

Testing 1172 Plant Selections of World Beater. Six years of this work were necessary to produce Certified Pepper Seed.

Sorting and Taking Notes. Loyal workers are necessary for such a painstaking program.



Selecting Stock Seed of Ruby King (Black Strain). Only the Best Fruits from the Best Plants are Saved.



A table full of choice fruits of World Beater, selected by Hal Mills, Landreth's plant breeder.



The seed is kept separate from each pepper plant saved. Thus we pedigree each of the four varieties certified.

PENNSYLVANIA STATE PEPPER SEED CERTIFICATION REQUIREMENTS

PEPPER STOCK SEED

Before any variety can even be entered for certification in Pennsylvania, stock seed from carefully selected and staked plants must be saved the year previous to certification. D. Landreth Seed Co. goes further than that as shown by the previous pages, as our stock seed is saved from carefully staked plants at least two years previous to certification, and seed from those staked plants proved by test a year in advance of certification. Only the very best tested strains are used for growing our fields for certification.

FIELD INSPECTIONS

Advanced Plant Pathologist K. W. Lauer, of the Bureau of Plant Industry, Department of Agriculture, Harrisburg, Pa., accompanied by Dr. Warren Mack, of Penn State College, and Hal Mills, Plant Breeder for D. Landreth Seed Co., inspect all our pepper fields before the first pickings are made. At least one more field inspection is necessary and sometimes one or two after that before these two inspectors are satisfied that the fields are up to the high standards required.

During these inspections the fields are rated for vigor, and the plants and fruits are carefully examined for disease and trueness to type, whole fields being discarded if they do not meet the very strict requirements.

INSPECTION OF EQUIPMENT

The seed saving machines are inspected, and the processes of washing and drying of the seed are checked.

GERMINATION TESTS

Samples of certified seed are taken by Inspector Lauer from bagged stocks, tested for germination at Harrisburg and certificates issued.

CERTIFICATION STICKERS

The Pennsylvania Department of Agriculture issues yellow certification stickers which we paste on each package of certified pepper seed. These stickers state that the pepper seed in the package was inspected and certified by the Pennsylvania Department of Agriculture. We guarantee the seed to be part of that inspected and passed in accordance with the Pennsylvania rules and regulations for the certification of pepper seed.

USE OUR PENNSYLVANIA STATE CERTIFIED PEPPER SEED AND BE MORE THAN SATISFIED

One ounce of seed should produce over a thousand plants in the greenhouse or coldframes. One-half pound of seed sown in the field should provide ample plants for 1 acre. Seed breaks ground in 11 days. One inch high in 13 days under most favorable circumstances in greenhouse.

Most all of Landreth's peppers are grown in the Eastern United States and are giving much better results than European peppers as to early maturity, trueness to type, and productiveness. No garden vegetable or fruit has so increased in demand in recent years as peppers; first, due to enormous use by commercial canners who pack peppers whole, and use them in making various relishes and condiments; second, to its increased uses every day in the kitchen for making sauces, gravies and stuffing. Our large, thick-fleshed, hollow-crowned, certified pepper varieties are ideal for stuffing. Try them!

Owing to the fact that we have had so many of our customers asking us to supply them with seed for green peppers, we wish to state, that all peppers are green when young or immature. When peppers mature or ripen, they turn red in most cases, in some yellow, and still others variegated green, yellow and red.

(Please turn over page)

CULTURAL DIRECTIONS

SOIL—The lighter types of soil seem to produce best crops.

CLIMATE AND GROWING SEASON—Peppers are native of warm climates, and therefore do best where there is a fairly long growing season.

DATE OF PLANTING—Best results are obtained when planted early in May or before then where climate permits.

DISEASES—Very few serious diseases except Fusarium Wilt. This is controlled by using Certified seed, and planting the crop on the same land only once in every 3 or 4 years.

INSECTS—Aphis are most troublesome, and are controlled by spraying with Nicotine Sulphate.

MANURE, GREEN MANURE AND SOD—Any humus-making material is useful, even sod plowed under, because it helps the soil retain moisture.

FERTILIZERS—A good application of 4-12-4 analysis, followed by a sidedressing of the same mixture is necessary. Some growers prefer to sidedress with a few hundred pounds of Nitrate of Soda or a mixture of fish and meat scrap.

LIME—Where the soil is too acid, lime should be applied. A pH reading of less than 6.0 should be corrected with an application of lime.

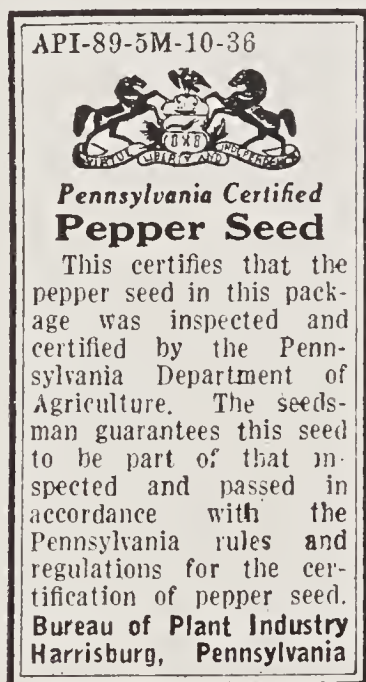
DISTANCE OF PLANTING—1½ to 2 ft. in the row, and rows 3 to 4 ft. apart, depending upon the richness of your soil.

YIELD—400 to 500 baskets per acre are not unusual. Over a thousand are obtained in some good growing districts.

**LANDRETHS' PENNSYLVANIA
CERTIFIED PEPPER SEED
IS THE BEST OBTAINABLE**

PEPPER

**RUBY KING
BLACK STRAIN CERTIFIED**



Look for this Yellow Sticker
and Blue Box when you buy
Landreths' Pennsylvania
Certified Pepper Seed.

**LANDRETHS' CERTIFIED
PEPPER SEED WILL BE
COLORED GREEN**

(Please turn over page)



GROWN AND PUT UP BY
D. LANDRETH SEED COMPANY
BRISTOL, PA.

DESCRIPTION OF LANDRETHS' CERTIFIED PEPPER VARIETIES

CERTIFIED RUBY KING (Black Strain) — 110 Days — Sweet

Plants upright and large, with medium green foliage of medium-sized leaves. Fruits are borne pendant, medium width and long, averaging 2½ to 3 inches wide at the shoulder, and 4½ to 5 inches long, tapering gradually to 3 or 4 points. The crown is mostly hollow, and the outside of the fruits is fairly smooth. The color is green with a slightly blackish tinge when young, and red when the fruits ripen. The flesh is thick and sweet. Differs from ordinary Ruby King in having more uniform and larger fruits with thicker flesh and a hollow crown. A fine strain of this variety. Try Certified Ruby King.

CERTIFIED CALIFORNIA WONDER — 120 Days — Sweet

Plants mostly upright, medium size and fairly compact. Foliage dark green and glossy with large, broad leaves. Fruits are borne upright, medium width and length, averaging 3 x 3½ inches, with only a very slight taper to mostly 4 points. The crown is generally hollow, and the outside of the fruits very smooth. Color when young is dark green and dark red when ripe. The walls are thick, and the flesh sweet. One of the finest for stuffing with meat. Certified California Wonder differs from Florida Giant in being earlier in maturing, having smaller plants, and with smaller fruits. It is better suited to northern growing conditions than Florida Giant. Plant some Certified California Wonder.

CERTIFIED FLORIDA GIANT — 130 Days — Sweet

This selection out of California Wonder is becoming an important variety in the South. It is not as well suited to the North, because of its later maturity. The plants are taller and coarser than California Wonder, and the leaves are wider. The fruits are borne upright, are generally wider and longer than California Wonder, otherwise, they are the same. Use California Wonder for the North and Florida Giant for the South.

CERTIFIED WORLD BEATER or RUBY GIANT — 115 Days — Sweet

Plant is upright and large with medium-green leaves of medium size. The fruits are pendant and large, averaging 3½ x 4 inches in size, with very little tapering to the generally 4 points. Crown is usually hollow with the outside of the fruit fairly smooth. Color of the fruits is green when young, ripening to red. This plant selection in World Beater has exceptionally thick walls for this variety. The flesh is sweet. Uniformity of size and shape of the fruits, freedom from disease, thick flesh and hollow crown make this a superior strain. Our Certified World Beater is Worthy of Trial.

WINDSOR A — 100 Days — Sweet

A new variety developed at the Connecticut Agricultural Experiment Station. Medium-sized plant, producing many pendant medium-sized fruits, averaging 2 to 2½ inches wide x 3½ to 4 inches long, gradually tapering to 1 to 4 points. The outside of fruits is smooth, the color light or yellowish-green, ripening to red. The walls are thick and the flesh sweet. Given an All America Vegetable Award for 1937. Supply of seed limited. Try it.

Write For Prices To

D. LANDRETH SEED CO., BRISTOL, PA.

